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To Whom It May Concern:

As someone with almost 35 years of broadcasting experience in the New Jersey market, I feel that KNVN TV and PMCM TV (WJLP) in Middletown, NJ, demonstrates the potential to address a longtime void in the New Jersey broadcasting arena.

I witnessed this void as a Sports Reporter and Sports Director at NJN, New Jersey's now defunct public broadcasting network.

I also experienced this as VP & General Manager at CN8, The Comcast Network which no longer functions as a statewide cable network.

And in my current role as President and Owner of a full service production company, I continue to see the lack of a legitimate broadcast entity to which programmers, media organizations and the general public can turn to for local news, sports, information and entertainment.

New Jersey finds itself underserved by New York and Philadelphia stations which do just enough to maintain their licenses. Coverage of the Garden State in times of emergency, elections, news or sporting events is an afterthought. Philadelphia and New York stations don't cover local New Jersey high school or college sports, recreation, tourism, theater and the arts. Their primary audiences lie outside the New Jersey borders.

KNVN TV 3.1 is a breath of fresh air, promising the local and regional coverage New Jersey residents deserve. New Jersey residents demand a station that focuses on their needs, not on what's happening in New York or Philadelphia.

New Jersey is one of the most densely populated states in the nation, yet it lacks a VHF television station to address its' needs on a daily basis.

PMCM TV should be applauded for taking financial steps necessary to begin broadcasting and fill the programming void in New Jersey. We don't care about New York, Philadelphia or Hartford, CT for that matter. We do care about the local and regional issues that impact our lives every day in New Jersey, yet go uncovered and unaddressed due to the lack of a VHF channel here in the Garden State.

Patrick Scanlon
President, Shamrock Communications, LLC